



# Persuasive Writing

Selling Laugharne



## **A key to successful persuasive writing is to learn the techniques**

### **How many can you think of?**

- Exaggeration
- Invitation to think positively
- Assertion – point of view expressed as a fact
- Use of appealing descriptive language
- Addressing the reader directly
- Appeal to the senses
- Appeal to the heart – emotive language
- Appeal to the head – statistics (hard evidence) and opinion (soft evidence)
- Incentive – rewards and offers



# Features of good persuasion

- ✓ Make it sound as if it is important
- ✓ Appeal to feelings and emotions
- ✓ Threaten that their failure to act will be crucial
- ✓ Use rhetorical questions
- ✓ Make use of three-part lists, e.g. three emotive words, three reasons
- ✓ Use strong adjectives( 'best' 'stunning') and verbs ( 'must' 'should')
- ✓ Use first person to make the argument strong and use second person to involve the audience
- ✓ Organise your writing into paragraphs and link ideas with connectives = however, although, whereas.



## Your task is to write a persuasive speech encouraging people to visit Laugharne





## **Class Discussion: Creating a success criteria**

- Think: What do you think must be covered to be successful?
  - 1 minute individual thinking time
- Pair: Discuss your ideas with your partner
  - 2 minutes paired discussion time
- Share: Share ideas as a class



## What do we need to include?

### Persuasive Language

- ★ Tripling
- ★ Rhetorical Questions
- ★ Emotive Language
- ★ Listing
- ★ Imperatives
- ★ Facts and Figures
- ★ Directly address your audience
- ★ Unite the audience and the reader
- ★ Superlatives
- ★ Quotations
- ★ Repetition

- ❖ Use *at least* one example of each of the language techniques listed opposite;
- ❖ Follow a logical structure;
- ❖ Show personality to engage the reader;
- ❖ Vary your vocabulary;
- ❖ Make reference to your research;
- ❖ Write a strong conclusion to your speech;
- ❖ Give your opinion but always support it with evidence/explanation;
- ❖ Give examples or tourism details where appropriate.



## Pair Work

- Discuss what you think is key to encourage people to come to Laugharne;
- Complete the planning sheet 'Selling Laugharne'.